AMENDMENTS TO THE CLAIMS

Claims 1-12 (Cancelled)

13. (Currently Amended) A proxy server system ~~situated within a wireless service provider network, between a subscriber mobile device and an online merchant, and between the user mobile device and a plurality of mobile server wallet providers~~, comprising:

a storage device storing a plurality of profiles associated with different ones of [[the]] a plurality of mobile server wallet providers; and

a processor connected to the memory, the processor includes:

a filter configured to

intercept a plurality of messages from a <u>plurality of</u> subscriber mobile device<u>s</u> directed to [[the]] <u>an</u> online merchant,

select, based upon one of the plurality of the profiles, a specific message from the plurality of messages,

redirect, based upon the one of the plurality of the profiles, the specific message from the online merchant to one of the plurality of mobile server wallet providers specified by the one of the plurality of the profiles.

14. (Previously Presented) The proxy server system of claim 13, wherein:

each of the plurality of profiles includes:

a criteria for selecting a message from the plurality of messages;

a specific one of the plurality of mobile server wallet providers to which a selected message is redirected.

15. (Previously Presented) The proxy server system of claim 14, wherein the criteria includes an identity of a particular subscriber.

16. (Previously Presented) The proxy server system of claim 14, wherein the criteria includes an identity of a particular merchant.

17. (Currently Amended) A method of selectively intercepting messages within a proxy server system ~~situated within a wireless service provider network, between a subscriber mobile device and an online merchant, and between the user mobile device and a plurality of mobile server wallet providers~~, comprising:

intercepting, by the proxy server system, a plurality of messages from a plurality of [[the]] subscriber mobile device<u>s</u> directed to [[the]] <u>an</u> online merchant;

selecting, based upon one of a plurality of the profiles associated with different ones of [[the]] <u>a</u> plurality of mobile server wallet providers and stored within the proxy server system, a specific message from the plurality of messages; and

redirecting, based upon the one of the plurality of the profiles, the specific message from the online merchant to one of the plurality of mobile server wallet providers specified by the one of the plurality of the profiles.

18. (Previously Presented) The method of claim 17, wherein:

each of the plurality of profiles includes:

a criteria for selecting a message from the plurality of messages;

a specific one of the plurality of mobile server wallet providers to which a

selected message is redirected.

19. (Previously Presented) The method of claim 18, wherein the criteria includes an

identity of a particular subscriber.

20. (Previously Presented) The method of claim 18, wherein the criteria includes an

identity of a particular merchant.

21. (Currently Amended) A ~~non-transitory~~ computer-readable storage medium including

computer program code for selectively intercepting messages within a proxy server system

~~situated within a wireless service provider network, between a subscriber mobile device and an~~

~~online merchant, and between the user mobile device and a plurality of mobile server wallet~~

~~providers~~, the computer program code, upon being executed by the proxy server system, causes

the proxy server system to perform:

intercepting, by the proxy server system, a plurality of messages from a plurality of

[[the]] subscriber mobile devices directed to [[the]] an online merchant;

selecting, based upon one of a plurality of the profiles associated with different ones of

[[the]] a plurality of mobile server wallet providers and stored within the proxy server system, a

specific message from the plurality of messages; and

redirecting, based upon the one of the plurality of the profiles, the specific message from the online merchant to one of the plurality of mobile server wallet providers specified by the one of the plurality of the profiles.

22. (Currently Amended) The computer-readable storage medium of claim 21, wherein: each of the plurality of profiles includes:

a criteria for selecting a message from the plurality of messages;

a specific one of the plurality of mobile server wallet providers to which a selected message is redirected.

23. (Currently Amended) The computer-readable storage medium of claim 22, wherein the criteria includes an identity of a particular subscriber.

24. (Currently Amended) The computer-readable storage medium of claim 22, wherein the criteria includes an identity of a particular merchant.